

ABSTRACT**Business Innovation Method and System**

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A business innovation park (10) is provided that has a plurality of distinct interaction zones (11 – 14) arranged as in a theme park and each providing resources and services in respect of a particular facet of developing a new business proposal from an initial idea to an execution plan. Preferably, the zone comprise a future-world zone (11), an innovation zone (12), a treasure-island zone (13), and a voyage-to-reality zone (14). A new business proposal is progressed around the park according to the state of the business proposal on leaving a zone just visited, the business proposal potentially re-visiting a zone one or more times as required for development of the business proposal. The park operator may provide park access on the basis of an equity option in any new business venture that may be created.

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(Fig. 3)